

Message Text

UNCLASSIFIED

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46

ACTION EUR-12

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FM AMEMBASSY MOSCOW
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INFO USDOC WASHDC

UNCLAS MOSCOW 4695

USDOC FOR BIC/OED AND BEWT/TDAD

E. O. 11652: N/A

TAGS: BEXP, BTRA, UR

SUBJ: SELECTION OF FY 1976 SHOWS FOR FOREIGN BUYER PROGRAM

REF: A. STATE A-517

B. STATE 74902

1. REVIEWING LIST REF A OF FY 1976 EXHIBITIONS INCLUDED IN FOREIGN BUYER PROGRAM, EMBASSY RECOMMENDS THAT SOVIET ATTENDANCE BE PROMOTED AT FOLLOWING SHOWS: 1) NATIONAL HARDWARE SHOW; 2) 6TH ANNUAL NATIONAL BUILDING SHOW; 3) NATIONAL EXPOSITION FOR FOOD PROCESSORS; 4) DESIGN ENGINEERING SHOW; 5) ELECTRO-76; AND 6) INTERNATIONAL PETROLEUM EXPOSITION.

2. AS COMMERCE AWARE, OUR SUCCESS TO DATE IN ATTRACTING SOVIET DELEGATIONS TO U.S. EXHIBITIONS, EXCEPT IN CASES SUCH AS CONEXPO AND IPE WHICH THEY ATTEND WITHOUT NEED FOR ENCOURAGEMENT, HAS BEEN LIMITED. ONE OF THE MAJOR REASONS FOR OUR LACK OF SUCCESS HAS BEEN CONTINUING DIFFICULTY IN IDENTIFYING SOVIET ORGANIZATION WHICH COULD ASSUME RESPONSIBILITY FOR ORGANIZING DELEGATIONS TO VISIT EXHIBITIONS IN U.S. EMBASSY BELIEVES THAT STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY IS PERHAPS ONLY SOVIET ORGANIZATION WHICH CAN FULFILL THIS FUNCTION AND WE SUGGEST THAT INVITATIONS TO SOVIETS FOR FY-1976 EXHIBITIONS BE SENT TO STATE COMMITTEE, ATTENTION: E.A. AYKAZYAN, CHIEF, NORTH AMERICAN SECTION, FOREIGN RELATIONS DEPARTMENT, 11 GORKIY STREET, MOSCOW. LETTER OF INVITATION SHOULD BE FROM HEAD OF ORGANIZING COMMITTEE FOR UNCLASSIFIED

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EVENT IN QUESTION AND SHOULD STATE CONDITIONS UNDER WHICH SOVIET

DELEGATION BEING INVITED, SERVICES WHICH WILL BE AVAILABLE TO THAT DELEGATION AND APPROXIMATE NUMBER OF SOVIET SPECIALISTS WHO COULD BE TAKEN CARE OF AT EXHIBITION. COPY OF LETTER OF INVITATION SHOULD BE SENT TO COMMERCIAL OFFICE FOR FOLLOW-UP WITH STATE COMMITTEE. IN ADDITION, PROMOTIONAL MATERIAL ON EXHIBITIONS SHOULD AS BEFORE BE SENT TO COMMERCIAL OFFICE FOR DISTRIBUTION TO FTO'S, END-USER MINISTRIES ETC.,
STOESSEL

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NNN

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